

**PEMBANGUNAN KOMUNITI,
PELUANG BAGI USAHAWAN KECIL DAN MENENGAH
SEKTOR PELANCONGAN DI PROVINSI BANTEN
INDONESIA**

EDI RAHMAT TAUFIK

**DOKTOR FALSAFAH
UNIVERSITI UTARA MALAYSIA
2014**

PEMBANGUNAN KOMUNITI,
PELUANG BAGI USAHAWAN KECIL DAN MENENGAH SEKTOR
PELANCONGAN DI PROVINSI BANTEN INDONESIA

Oleh:
EDI RAHMAT TAUFIK

**Tesis ini dikemukakan kepada
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
bagi memenuhi keperluan Ijazah Doktor Falsafah**

KEBENARAN MENGGUNA

Dalam membentangkan tesis ini, bagi memenuhi syarat sepenuhnya untuk ijazah lanjutan Universiti Utara Malaysia, saya bersetuju bahawa perpustakaan Universiti Utara Malaysia boleh secara bebas membenarkan sesiapa saja untuk memeriksa. Saya juga bersetuju bahawa penyelia-penyelia saya atau, jika ketiadaan beliau, Pusat Pengajian Pengurusan Perniagaan, Universiti Utara Malaysia diberi kebenaran untuk membuat salinan tesis ini dalam sebarang bentuk, sama ada keseluruhannya atau sebahagiannya, bagi tujuan kesarjanaan. Adalah dimaklumkan bahawa sebarang penyalinan atau penerbitan atau kegunaan tesis ini sama ada sepenuhnya atau sebahagian daripada bagi tujuan keuntungan kewangan, tidak dibenarkan kecuali setelah mendapat kebenaran tertulis. Juga dimaklumkan bahawa pengiktirafan harus diberi kepada saya dan Universiti Utara Malaysia dalam sebarang kegunaan kesarjanaan terhadap sebarang petikan daripada tesis saya.

Sebarang permohonan untuk menyalin atau mengguna mana-mana bahan dalam tesis ini, sama ada sepenuhnya atau sebahagiannya, hendaklah dialamatkan kepada :

Dekan
Othman Yeop Abdullah Graduate School of Business
Universiti Utara Malaysia
06010 UUM Sintok
Kedah Darul Aman
Malaysia

ABSTRAK

Pembangunan komuniti merupakan salah satu agenda penting bagi sesebuah negara dalam meningkatkan kesejahteraan serta kemakmuran rakyatnya. Penyertaan komuniti dalam arus pembangunan dikatakan dapat mewujudkan peluang keusahawan demi mempertingkatkan kegiatan ekonomi dan seterusnya memberi manfaat kepada masyarakat keseluruhannya. Oleh demikian kajian ini telah memilih sektor pelancongan sebagai bahan kajian kerana sumbangannya terhadap pendapatan negara. Tujuan kajian ini adalah untuk menghasilkan model tentang pengaruh pembangunan komuniti terhadap peluang usahawan kecil dan sederhana sektor pelancongan di Provinsi Banten sama ada secara langsung mahupun tidak langsung melalui pengetahuan, sikap, dan gelagat usahawan. Penyelidikan ini dilakukan dengan menggunakan kaedah kuantitatif untuk mewujudkan generalisasi empirikal, menetapkan objektif, konsep-konsep, membuktikan teori, dan mengembangkan teori. Subjek penyelidikan ini adalah masyarakat setempat seramai 400 orang yang merangkumi usahawan dan penduduk yang tinggal di tiga daerah kawasan kajian dengan menggunakan teknik *stratified proportional random sampling*. Data kajian diperoleh dengan menggunakan borang soal selidik. Hasil kajian menunjukkan bahawa terdapat hubungan langsung antara pembangunan masyarakat dan peluang-peluang keusahawanan. Walau bagaimanapun, terdapat pengaruh tidak langsung dan ketara dalam pengetahuan, sikap dan tingkah laku usahawan dalam pembangunan masyarakat yang terdiri daripada kerjasama, produk gantian dan pengambilalihan. Manakala promosi dan pembangunan lestari tidak mempunyai kesan yang besar ke atas peluang-peluang keusahawanan. Pemboleh ubah seperti jantina, taraf pendidikan, status perkahwinan, tanggungan, spesifikasi usahawan, jumlah kakitangan, perolehan, modal awal, dan status usahawan mempunyai pengaruh yang signifikan terhadap peluang keusahawanan. Tetapi pemboleh ubah seperti usia, jumlah keuntungan, dan modal yang besar tidak mempunyai pengaruh yang signifikan terhadap peluang keusahawanan.

Kata kunci : pembangunan komuniti, peluang keusahawan, pembangunan pelancongan

ABSTRACT

Community development is one of the important agenda of a country to increase the well-being and prosperity of it's people. Community participation in the mainstream of development is said to be able to create entrepreneurial opportunities and to enhance the economic activity and thus benefit the whole community. Thus this research has chosen the tourism sector for the study because of its contribution to the National Income. The purpose of this study is to produce a model of the influence of the community development in providing opportunities for small and medium tourism enterprises in the province of Banten, directly or indirectly through knowledge, attitudes, and behavior of entrepreneurs themselves. Research was conducted using quantitative research to provide empirical generalization, set objectives, concepts, proving the theory, and development of a theory. The subject of this research is the community of 400 individuals, which comprises entrepreneurs and the people who live in the three districts of the study area using proportional stratified random sampling technique. Research data was obtained by using questionnaires. Finding has shown that there is a direct correlation between community development and entrepreneurial opportunities, however, there is an indirect influence and of significant in knowledge, attitude and behavior of entrepreneurs in community development consisting of collaborations, substitute product and acquisition, while the promotion and sustainable development has no significant effect on entrepreneurial opportunities. Variables such as gender, educational level, marital status, dependents, specification of entrepreneurship, no of employees, procurement, initial capital, and the status of entrepreneurs do have significant influence on the entrepreneurial opportunities but age, amount of profits, and capital largely have no significant influence on entrepreneurial opportunities .

Keywords: community development, entrepreneurial opportunities, tourism development

PENGHARGAAN

Penghargaan yang pertama dan utama saya tujukan kepada Allah yang maha esa kerana dengan keizinan dan kurniaNya, tesis ini dapat ditulis dengan jayanya.

Dikesempatan ini, saya ingin memberikan penghargaan dan ucapan terimakasih kepada Profesor Madya Dr. Ismail Bin Lebai Othman sebagai penyelia ke atas tesis ini. Beliau telah bersusah payah memberikan segala dorongan, tunjuk ajar, panduan dan bantuan sepanjang tempoh pengajian saya.

Sekalung penghargaan saya tujukan kepada pemeriksa dalaman Dr. Noor Azmi bin Hashim dan Dr. Shuymee bin Ahmad.

Pada kesempatan ini saya ingin melahirkan penghargaan khas kepada Yang Berbahagia Profesor Dato' Wira Dr. Muhamad Mustafa Ishak (Naib Conselor UUM) ke atas kesempatan yang diberikan untuk mengikuti pengajian di Universiti Utara Malaysia. Penghargaan juga saya tujukan kepada Dekan, Sekolah Pengurusan Perniagaan.

Selanjutnya saya mengucapkan terimakasih kepada Ibunda Hj. Hamsyah (almarhumah) dan ayahanda H. Abdul Mutholib (almarhum), isteri Hajjah Nurhayati Nufus dan anak-anak tercinta, Rudy, Zaky, dan Nakhla.

Kepada semua yang telah menolong saya ucapkan terima kasih.

SENARAI KANDUNGAN

	Muka Surat
TAJUK	i
PERAKUAN KERJA TESIS	ii
KEBENARAN MENGGUNA	iv
ABSTRAK	v
ABSTRACT	vi
PENGHARGAAN	vii
SENARAI KANDUNGAN	viii
SENARAI RAJAH	xi
SENARAI JADUAL	xii
SENARAI LAMPIRAN	xv

BAB SATU PENGENALAN

1.0	Pengenalan	1
1.1	Latar Belakang Kajian	3
1.2	Penyataan Masalah	11
1.3	Persoalan Kajian	12
1.4	Objektif Kajian	13
1.5	Sumbangan Kajian	13
1.6	Skop dan Batasan Kajian	14
1.7	Organisasi Tesis	15

BAB DUA ULASAN KARYA

2.0	Pengenalan	17
2.1	Konsep Pembangunan Pelancongan	21
2.2	Skop Keusahawanan Pelancongan	26
2.3	Konsep Pembangunan Komuniti	34
	2.3.1. Kolaborasi	42
	2.3.2. Promosi	44
	2.3.3. Produk Pengganti	51
	2.3.4. Pengambilalihan	53
	2.3.5. Pembangunan Lestari	55
2.4	Peluang Usahawan kecil dan menengah sektor pelancongan	59
	2.4.1. Peluang Usahawan	60
	2.4.2. Usahawan Kecil dan Menengah	62
2.5	Teori Pembolehubah Perantara	68
	2.5.1. Pengetahuan	69
	2.5.2. Sikap	72
	2.5.3. Gelagat	75
2.6	Kerangka Teori Kajian	81
2.7	Operasionalisasi Pembolehubah Kajian	82

BAB TIGA KAEDAH PENYELIDIKAN

3.0	Pengenalan	95
3.1	Kerangka Penyelidikan	95
3.2	Perancangan Penyelidikan	96
3.3	Definisi Operasional	98
3.4	Populasi dan Persampelan	99
3.5	Teknik Pengumpulan Data	101
3.5.1	Soal Selidik	101
3.5.2	Kajian Rintis	102
3.5.2.1.	Uji Kesahihan Soal Selidik	102
3.5.2.2	Keesahan Soal Selidik	105
3.5.3	Pengamatan	107
3.6	Teknik Analisis Data	108

BAB EMPAT DAPATAN KAJIAN DAN PERBINCANGAN

4.0	Pengenalan	111
4.1	Analisis Statis Deskriptif	111
4.2	Analisis Inferensial	114
4.2.1.	Analisis Faktor	115
4.2.2.	Pembangunan Komuniti Terhadap Pengetahuan, Sikap Dan Gelagat Usahawan	117
4.2.2.1	Pembangunan Komuniti Terhadap Pengetahuan Usahawan	118
4.2.2.2	Pembangunan Komuniti Terhadap Sikap Usahawan	121
4.2.2.3	Pembangunan Komuniti Terhadap Gelagat Usahawan	125
4.2.3.	Pembangunan Komuniti Terhadap Peluang Usaha Melalui Aspek Pengetahuan, Sikap, Dan Gelagat Usahawan	128
4.2.4.	Pengaruh Pengetahuan, Sikap, Dan Gelagat Usahawan Terhadap Peluang Usaha Produk Pelancongan	141
4.2.5.	Pembangunan Komuniti Terhadap Peluang Usahawan	145
4.2.6	Keputusan Tentang Peluang-Peluang Keusahawanan Yang Wujud Dalam Penyertaan Komuniti Pada Pembangunan Pelancongan Tempatan	148
4.3	Perbincangan	154
4.3.1.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Pengetahuan Usahawan	154
4.3.2.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Sikap Usahawan	155
4.3.3.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Gelagat Usahawan	157

4.3.4.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Peluang Usaha Melalui Pengetahuan Usahawan	158
4.3.5.	Perbincangan Tentang Pengaruh Pembangunan Pelancongan Berasaskan Komuniti Terhadap Peluang Usaha Melalui Sikap Usahawan	159
4.3.6.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Peluang Usaha Melalui Gelagat Usahawan	160
4.3.7	Perbincangan Tentang Pengaruh Pengetahuan, Sikap, Dan Gelagat Usahawan Terhadap Peluang Usaha Produk	161
4.3.8.	Perbincangan Tentang Pengaruh Pembangunan Komuniti Terhadap Peluang Usaha	162
4.3.9.	Perbincangan Tentang Peluang-Peluang Keusahawanan Yang Wujud Dalam Penyertaan Komuniti Pada Pembangunan Pelancongan Tempatan	162
 BAB LIMA KESIMPULAN DAN CADANGAN		
5.0	Pengenalan	164
5.1	Kesimpulan	164
5.2	Cadangan	166
 RUJUKAN		
		170
 LAMPIRAN		
		190

SENARAI RAJAH

Rajah	Muka surat
2.1 Model Pembangunan Pelancongan	22
2.2 Unsur – Unsur Perencanaan Pelancongan	27
2.3 Campuran Pemasaran Dalam Pemasaran Pelancongan	46
2.4 Daya Saing UKM	63
2.5 Model Ajzen Dan Fishbein	69
2.6 Kerangka Kajian Untuk Tujuan Pengujian Hipotesis	81
4.1 Rajah Jalur Untuk Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Pengetahuan Usahawan	121
4.2 Rajah Jalur Untuk Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Sikap Usahawan	124
4.3 Rajah Jalur Untuk Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Gelagat Usahawan	127
4.4 Rajah Jalur Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Pengetahuan Usahawan	131
4.5 Rajah Jalur Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Sikap Usahawan	136
4.6 Rajah Jalur Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Gelagat Usahawan	140
4.7 Rajah Jalur Untuk Pengaruh, Sikap, Dan Gelagat Usahawan Terhadap Peluang	144
4.8 Rajah Jalur Untuk Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha	148
4.9 Model Pembangunan Komuniti Terhadap Pengetahuan Usahawan Di Provinsi Banten	155
4.10 Model Pembangunan Komuniti Terhadap Sikap Usahawan Di Provinsi Banten	156
4.11 Model Pembangunan Komuniti Terhadap Gelagat Usahawan Di Provinsi Banten	157
4.12 Model Pembangunan Komuniti Terhadap Peluang Usaha Melalui Pengetahuan Usahawan Di Provinsi Banten	158
4.13 Model Pembangunan Komuniti Terhadap Peluang Usaha Melalui Sikap Usahawan Di Provinsi Banten	159
4.14 Model Pembangunan Komuniti Terhadap Peluang Usaha Melalui Gelagat Usahawan Di Provinsi Banten	160
4.15 Model Pagaruh Pengetahuan, Sikap Dan Gelagat Usahawan Terhadap Peluang Usaha Di Provinsi Banten	161

SENARAI JADUAL

Jadual	Muka surat
1.1 Statistik Kunjungan Pelancongan Di Indonesia 2003 - 2012	6
1.2 Produk Pelancongan Provinsi Banten	8
1.3 Wilayah Pembangunan Pelancongan (WPP) Provinsi Banten	9
2.1 Ragam Pengertian Umum Usaha Kecil Dan Menengah Di Indonesia	66
2.2 Pembolehkan Pokok, Sub Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Pembangunan Pelancongan Berasaskan Komuniti Mengenai Kolaborasi	84
2.3 Pembolehkan Pokok, Sub-Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Pembangunan Pelancongan Berasaskan Komuniti Mengenai Promosi	85
2.4 Pembolehkan Pokok, Sub Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Pembangunan Pelancongan Berasaskan Komuniti Mengenai Produk Pengganti	86
2.5 Pembolehkan Pokok, Sub Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Pembangunan Pelancongan Berasaskan Komuniti Mengenai Pengambilalihan	88
2.6 Pengukuran Untuk Pembangunan Pelancongan Berasaskan Komuniti Mengenai Pembangunan Lestari	89
2.7 Pembolehkan Pokok, Sub Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Pengetahuan	90
2.8 Pembolehkan Pokok, Sub-Pembolehkan, Konsep, Penunjuk, Dan Skala Pengukuran Untuk Peluang	93
3.1 Subjek Sampel Penyelidikan	110
3.2 Subjek Sampel Penyelidikan Berdasarkan Bidang Usaha	101
3.3 Hasil Uji Kesahihan Soal Selidik	103
3.4 Hasil Uji Keesahan Soal Selidik	106
3.5 Daftar Pertanyaan Soal Selidik Yang Direvisi	106
4.1 Profil Responden Penyelidikan	112
4.2 Median	113
4.3 Deviasi	114
4.4 KMO And Bartlett's Test	115
4.5 KMO And Bartlett's Test	116
4.6 Analisis Faktor	117
4.7 Model Ringkasan	118
4.8 ANOVA	118
4.9 Coefficients	119
4.10 Besarnya Pengaruh Berkongsi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Pengetahuan Usahawan	120

4.11	Model Ringkasan	121
4.12	ANOVA	122
4.13	Coefficients	123
4.14	Besarnya Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Sikap Usahawan	123
4.15	Model Ringkasan	125
4.16	ANOVA	125
4.17	Coefficients	126
4.18	Besarnya Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Gelagat Usahawan	128
4.19	Model Ringkasan	129
4.20	ANOVA	129
4.21	Coefficients	130
4.22	Besarnya Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Pengetahuan Usahawan Di Provinsi Banten	131
4.23	Model Ringkasan	133
4.24	ANOVA	133
4.25	Coefficients	134
4.26	Besarnya Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Sikap Usahawan Di Provinsi Banten	135
4.27	Model Ringkasan	137
4.28	ANOVA	137
4.29	Coefficients	138
4.30	Besarnya Pengaruh Kolaborasi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Peluang Usaha Melalui Sikap Usahawan Di Provinsi Banten	139
4.31	Model Ringkasan	141
4.32	ANOVA	142
4.33	Coefficients	142
4.34	Besarnya Pengaruh Pengetahuan, Sikap, Dan Gelagat Terhadap Peluang Usaha Di Provinsi Banten	143
4.35	Model Ringkasan	145
4.36	ANOVA	145
4.37	Coefficients	146
4.38	Besarnya Pengaruh Berkongsi, Promosi, Produk Pengganti, Pengambilalihan Dan Pembangunan Lestari Terhadap Pengetahuan Usahawan	147
4.39	Case Processing Summary	149
4.40	Model Ringkasan	149
4.41	ANOVA	150
4.42	Coefficients	151

4.43	Besarnya Pengaruh Usia, Jenis Kelamin, Tingkat Pendidikan, Sttaus, Perkahwinan, Banyaknya Tanggungan Jiwa, Spesifikasi Bidang Usaha, Banyaknya Kaki Tangan, Perolehan, Keuntungan, Modal Awal, Modal Sekarang Dan Status Tempat Usaha Terhadap Peluang Usaha	152
------	--	-----

SENARAI LAMPIRAN

Lampiran	Muka surat
Lampiran 1 : Soal Selidik Penyelidikan	190
Lampiran 2 : Hasil Pengolahan Data	198
Lampiran 3 : Hasil Uji Kajian Rintis	256

BAB SATU

PENGENALAN

1.0 Pengenalan

Penglibatan komuniti dalam pembangunan pelancongan dapat memberikan impak yang signifikan terhadap pemeliharaan persekitaran pelancongan dan pertumbuhan ekonomi. Pelancongan dapat berterusan jika produk pelancongan yang dipaparkan, harmoni dengan persekitaran tempatan secara khusus dengan melibatkan pembangunan komuniti pelancongan. Oleh itu, komuniti tempatan akan mendapat perhatian dengan sumber pendapatan pelancongan. Komuniti tempatan merasakan kegiatan pelancongan sebagai sebahagian dari kehidupannya, (Cemea, 1991) mengemukakan bahawa penyertaan komuniti tempatan memberikan banyak peluang perniagaan.

Oleh itu peluang perniagaan pelancongan dapat membantu dan mempertingkatkan pertumbuhan industri pelancongan. Menurut Mushawevato (2012) dalam kajiannya di Zimbabwe, pelancongan di negara itu menyumbang 10.3% terhadap produk domestik bruto (PDB) negara itu pada tahun 2011 dan merupakan pendapatan kedua selepas perlombongan. Selain itu World Tourism Organization (WTO) telah menyatakan bahawa jika negara itu tetap stabil secara politik pada tahun 2012 pelancongan Zimbabwe akan tumbuh sebesar 8.7% se tahun dibandingkan dengan tingkat pertumbuhan 10% untuk China, sedangkan menurut Lincoln (1994), ada tiga perkara yang mewujudkan pertumbuhan industri pelancongan iaitu pertama, penampilan eksotik dimana setiap pelancong ingin melihat sesuatu kelainan pada destinasi yang dikunjungi. Kedua, keinginan atau keperluan pelancong untuk berhibur dimana setiap pelancong pada dasarnya memerlukan hiburan atau santai untuk keluar

The contents of
the thesis is for
internal user
only

RUJUKAN

- Abu Eid, Imad. (2007). Adopting the principles of knowledge in the public sector in the Arab Gulf states, and a working paper submitted to the Thirteenth Annual Conference, the Association offices specialized in the Gulf Arab held in Bahrain on 3-4 April.
- Aczel, A.D. (1999). Complete Business Statistics. Boston: McGraw_Hill International Edition.
- Adebisi. S.A & Babatunde, B, O. (2011). Strategic influence of Promotion Mix on Organisation Sale Turnover in the Face of Strong Competitors, Business Intelligence Journal, July, Vol. 4, No.2
- Agarwal, S. (2002). Restructuring Seaside Tourism, the Resort Lifecycle. Annals of Tourism Research, 29(1), 25-55.
- Ajzen & Fishbein (1980). Belief, Attitude, Intention and Behavior. An Introduction to Theory and Research. Addison-Wesley: Reading, MA.
- Al Saleem dan Al-Juboori (2012). The knowledge elements impact on the performance of the travel and tourism companies: From the view point of employees. Business Management Dynamics. Vol.2. No.6. Dec. pp.09-19
- Allport. (1954). The Nature of Prejudice remains the standard work on discrimination, The Nature Of Prejudice: 25th Anniversary Edition
- Alper, H. (2009). International Tourism Demand for Turkey; A Dinamic Pannel Data Approach, Research journal of international kajianes, Januari, Vol. 9
- Altman J & Finlayson J. (May 1993). Aborigines, Tourism and Sustainable Development, The Journal of Tourism Kajianes Vol.4. No.1
- Alwisol. (2005). Psikologi Kepribadian Edisi Revisi. Malang: UMM Press
- Amit, R. (2009). Autism & The Development Of Mind, R Peter Hobson Press
- Ana Mari´A Peredo& James J. Chrisman (2006). Toward A Theory Of Community-Based Enterprise, Academy of Management Review, Vol. 31, No. 2, Pg. 309-328.
- Anne, C, Hart. (2008). ed Behavior General Psychology, Home Base Press
- Anthony, S.T. (1980). Tourism Development And Regional Planning In East Mediterranean Countries, Tourism Management Journal, Vol. 1, No.4, Pg. 207-218
- Apostolopoulos, Y., Sonmez, S. and Timothy, D. (2001). Women and Producers and Consumers in Developing Regions. Westport, Connecticut: Praeger.

- Arison, Akhmad. (2006). *Pembangunan Paripelancongan (Belajar dari Kamboja)*. Disampaikan pada Semiloka Transportasi Indonesia-Kamboja Workshop-Seminar Transportation between Indonesia-Cambodia
- Asia Pasific Economic Cooperation (APEC). (2002). Application of e-commerce strategies to small and medium sized tourism enterprises (SMTEs) in the APEC region, APEC#202-TR-01.3.
- Asquith, P, R.F. Bruner, dan Mullins DW. (1987). Merger returns and the form of financing,
- Assael H. (1984). *Consumer Behavior and Marketing Action*, 2nd edn. PWS- Kent Publishing Company: Boston.
- Atep, A. (2007). *Profil Pelancongan Banten*, Ombak Yogyakarta,
- Bagguley, P. (1990). Gender and Labour Flexibility in Hotel and Catering. *Service Industries Journal*, 10(4), pp737-747.
- Baidal, J. A. I. (2003). Regional Development Policies: An Assessment of their Evolution and Effects on the Spanish Tourist Model. *Tourism Management*, 24, pp655-663.
- Baidal, J. A. I. (2004). Tourism Planning in Spain: Evolution and Perspective. *Annals of Tourism Research*, 31(2), pp313-333.
- Baker, D.A., & Crompton, J.L. (2000). Quality satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Bater, J. et al. (2001). *Planning for Local Level: Sustainable Tourism Development*, Canadian Universities Consortium: Urban Environmental Management Project Training & Technology Transfer Program, Canadian International Development Agency (CIDA).
- Beamish, P. W. (2008). The characteristics of joint ventures in developed and developing countries, *Columbia Journal of World Business*, Vol. 20, Pg. 13–19.
- Behrouz, H.F. (2007). “A Qualitative Reasoning Model for Tradeoff Analysis in Multiple Objective Decision Making, CSISS.
- Bentler & Speckart P.M.,. (1979). *Behavior Relations*, Erlangga, Jakarta.
- Berkovitch, E, Narayanan, M.P. (1993). Motives for takeovers: an empirical investigation, *Journal of Financial and Quantitative Analysis* 28(3), 347-362
- Bigné, J.E., Sánchez, M.I., & Sánchez, J. (2001). Tourism image, evaluation variables, and afterpurchase behaviour: Interrelationship. *Tourism Management*, 22(6), 607–616.

- Bitran, G.R. and Caldentey, R.A. (2007) An overview of pricing models for revenue management. *Manufacturing & Service Operations Management*, **5**, 203–229.
- Bliss, R. and Rosen, R. (2001), “CEO compensation and bank mergers”, *Journal of Financial*
- Borden N H. (1964). *Science in Marketing*, New York:
- BPS Provinsi Banten. (2009). *Perkembangan Paripelancongan*,.
- BPS. (2007). *Profil Industri Kecil dan Kerajinan Rumah Tangga*, Jakarta
- Brannstrom, I, Persson, L., & Wall, S. (1994). Towards a framework for outcome assessment of health intervention: Conceptual and methodological considerations. *European Journal of Public Health*, Vol. 4, pp. 125-130.
- Briassoulis, H.J., & Straaten, J.V.D. (1992). *Tourism and The Environment: Regional and Policy Issues*. Dordrecht: Kluwer Academic Publishers.
- Britton, S. (1991). *Tourism, Bersandarcy and Development: A Mode of Analysis*. In T. V. Singh, H. L. Theuns and F. M.
- Brown, F. and Hall, D. (2000). Introduction: The Paradox of Peripherality. In F. Brown
- Bruntland, G (ed) (1987). “Our Common Future”: The World Commission on Environmen and Development, Oxford: Oxford University Press.
- Butler, R. (1990). Alternatife Tourism; Pious Hope or Trojan Horse? *Journal of Travel Research*, 28, pp40-45.
- Butler, R.W. (1975) *Tourism as a Agent of Social Change, Tourism as a Factor in National Development*, *Tourism Management Journal*, Pg. 85-90
- By RT. 2005. *Organisational change management: A critical review*. *Journal of Change Management* Vol. 5. No. 4. Pg. 369–380.
- Carter B RW,. (2004). “Implications of sporadic Tourism Growth: Extrapolation from the case of Boracay Island, The Phillipine” Akadia Press Books.
- Castro, C.B (2007). The influence of market heterogeneity on the relationship between a destination’s image and tourists’ future behaviour. *Tourism Management*, 28, 175–187.
- Cemea. (1991). *The Evolution of Marketing in Small Perusahaans*, *European Journal of, development and utilization of tourism*, PT Gramedia.
- Charles G & William E S. (1976). *Planning for Tourism development*, Praeger Publ. Inc.
- Chavan K S. (2010). *Tourism Produck productivity*, Saurabha-Mishra,

- Chen, C.F., & Tsai, D.C. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28, 1115–1122.
- Chisnall, P.M. (1991). *The Essence of Marketing Research*, New York, Prentice-Hall
- Chopra S and Meindl P (2007), *Supply Chain Management: Strategy, Planning and Operations*, 3rd Edition, Prentice-Hall, Upper Saddle River, NJ.
- Community, 10 (6), 485-491
- Conyers. (1991). “Participation Community in Tourism Development” Jakarta Perss
- Creswell, J. W. (2010). Mapping the developing landscape of mixed methods research. In A. Tashakkori & C. Teddlie (Eds.), *Handbook of mixed methods in social & behavioral research* (2nd ed.; pp. 45-68). Thousand Oaks, CA: Sage.
- Creswell, J.W. (2010). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. California: Sage Publications.
- D, amore, G. (2010). *Pembangunan Paripelancongan Budaya*, Gramedia Pustaka dan Pengelola, Jakarta, The Ecotourism Society.
- D. Hall (Eds.), *Tourism in Peripheral Areas: Case Studies* (pp1-6). Clevedon: Channel View Publications.
- Dambe G & Atstaja D. (2013). Knowledge, skills and attitude in tourism industry: Case study of Latvia. *European integration studies*. No. 7.
- Daruwalla P & Darcy S. (2005). Personal and societal attitudes to disability. *Annals of Tourism Research* 32(3): 529–570.
- Davenport. T, Prusak. L. (1998). *Global Finance*, Journal Vol 9, Issue. 2, Autumn-Winter, Pages 241-251
- David F R. (2007). *Management Model: Assisted Strategic Planning in Small Business*, Journal Vol.22, No.1, pg. 40
- Dennis A (1982). *Small Industry in Developing Countries*, World Development, November
- Dennis, R, Judd. (1995). “Promoting tourism in US Cities”, *Tourism Management Journal*, Vol.16, No.3, pg. 15-26, Feb
- Denzin, N. K. (2009). *Qualitative inquiry under fire: Toward a new paradigm dialogue*. Walnut Creek, CA: Left Coast Press.
- Development Policies in Papua. (2002). *Jurnal Ekonomi dan Usaha*, Dian Ekonomi, Vol. VIII, No. 3, pg. 429-442.

- Dieke, Peter U. C. (2000), *Tourism and Africa's Long-Term Development Dynamics*, In *The Political Economy of Tourism Development in Africa*, P.U. C. Dieke (ed), Elmsford, NY : Cognisant.
- Dinas Kebudayaan dan Pariwisata (Disbudpar), Provinsi Banten, Laporan 2012.
- Dodds, R. (2012). Sustainable tourism: A hope or a necessity? The case of Tofino, British Colombia, Canada. *Journal of Sustainable Development*, 5 (5), pp 54-64
- Dokumen Rencana Pembangunan Jangka Menengah (RPJM) Prov. Banten Tahun 2007–2012
- Doorne, S. (2000). Staying Within the Fence: Lifestyle Entrepreneurship in Tourism. *Journal of Sustainable Tourism*, 8(5), pp378-92.
- Dorin, Paul. (2013). Sustainable tourism; International Economic Relations; Ecotourism; Rural tourism; World Travel & Tourism Council; International Assistance. *Economic Science Series*. jul2013, vol. 22 issue 1, p759-767
- Drucker. (1998). On the Profession of Management, Harvard Bussines Press Economics 11, 5-50Economics, Vol. 61, pp. 107-138.
- Economist Intelligence Unit Limited. (2009). A new ranking of the world's most innovative countries. *The Economist*, April
- Edensor, T. and Kothari, U. (1994). The Masculinisation of Sterling's Heritage. In V.
- Elliot, M. (1999). *Schaum's Outlines of Theory and Problem*, Foot Print Handbooks Ltd
- Emanuel, D. (1988). Takeover announcements and share price reactions; New Zealand evidence 1968- 1985, *Pacific Accounting Review* 1 (December), 42-57
- Engel, J.F., Blackwell, R.D., & Miniard, P.W. (2000). *Consumer behavior*. Chicago, IL: Dryden Press.
- Eric L. (1999). *Tourism Marketing: service and Quality Management Perspective Small Medium*, Stanley Stromes Publisher Ltd.
- Esper, F. S., & Rateike J. A.(2010). Tourism Destination JenemaAnd Motivations: The Spanish Perspective Of Mexico *Journal of Travel & Tourism Marketing*, Vol. 27, Pg. 349—360
- Fandeli, C. (1995). *Dasar-dasar Keparipelelindungan Alam*, Yogyakarta: Liberty
- Felicity Kelliher, Anthony Foley, & Anne-Marie Frampton (2009), Facilitating small firm learning networks in the Irish tourism sector, *Tourism and Hospitality Research*, No. 9, Pg. 80-95.
- Fennell, D.A. (2002). *Ecotourism programme Planning*. CABI Publishing is a Division of CAB International

- Foley, P, H. G. (1989). *Small Business Success*, London: Paul Chapman Publishing for Urban Governments
- Franks, J.R, R.S Harris, dan C Mayer. (1988). Means of payment in takeovers: Results for the United Kingdom and the United States, Cambridge, MA, NBER, NO. 2456
- Gartner W C. (2004). Rural Tourism Development in the USA. *International Journal Of Tourism Research*. Vol. 6,Pg. 151—164
- Gavin. (1995). Different teaching methods to ensure individualized instruction, Greenwood, Arreaga
- Geanuracos, J. (1994). 'The Global Performance Game', Crossborder, Winter.
- Geoffrey Manyara and Eleri Jones (2007). Community-based Tourism Enterprises Development in Kenya: An Exploration of Their Potential as Avenues of poverty Reduction, *Journal Of Sustainable Tourism*, Vol. 15, No.6.
- Geoffrey. G.M. (1992). *Keusahawanan Teori dan Praktek*. Jakarta: PT. Pustaka Binaman Pressindo
- Getz. (1989). Festival Management: A Case Study Perspective." *Journal of Travel Research*, Vol. 28
- Ghalibi, Al-Amiri, Mohsen SM (2007). *Business and Management*. Dar Wael for publication, Amman. Jordan,
- Gibbon, Labonte M and Laverack,R G. (2002).Evaluating Community Capacity, Health and Social Care in the
- Gilbert. (1990). *Tourism Principle and Practice*, Second Edition, Homewood: Irwin
- Global Cultural Institute. (2010), UGM dan Sumbangsih Solusi Pembangunan Paripelancongan Berterusan di Indonesia, *Jurnal Paripelancongan*, Ecotourism.wordpress.com, page 1-8, Des
- Global Status Report on Local Renewable Energy Policies, 12 June 2009, Comments and Additional Information Invited, The Insititute of Sustainable Energy Policy .
- Glueck,. W. F, Jauch, L. R. (1993). *Business Policy and Strategic Management*, Fort Worth, TX: Dryden Press,
- Goldemberg, J (2006). *Journal of Environmental Research, Letters*, Vol. 1, No. 1.
- Goldemberg, J (2007). "Energy Choices Toward A Sustainable Future". *Environment, Magazine* Desember.
- Gomez & Jacinto L (1999). A model of tourism experience and attitude change. *Annals of Tourism Research* 26(4): 1024–1027.

- Gordon, H. S. (1994). Source: The Journal of Political Economy, Vol. 62, No. 2
- Gotham K F (2007). Selling New Orleans to New Orleans Tourism authenticity and the construction of community identity, Tourist Kajianes. Vol. 3 No. 7, pp. 317- 339.
- Gray, B. (1989). Collaborating: Finding common ground for multiparty problems. San Francisco: Jossey-Bass.
- Guilford, J.P. (1956). Fundamental Statistics in Psychology and Education, p. 145, New York: McGraw Hill.
- Gujarati, D. (1995). Basic Econometrics, New York, Me-Graw Hill inc.
- Gundega Dambe & Dzintra Atstaja. (2013). Knowledge, Skills And Attitude In Tourism Industry: Case Study Of Latvia. Vol. 7.
- Gunn, C. A. (1994). Emergence of Effective Tourism Planning and Development. In A. V. Seaton (Ed.), Tourism: The State of the Art. (pp10-19). Chichester: John Wiley and Sons.
- Gunn, C.A. (1972). Tourism Planning, Taylor & Francis
- Haan H J. dan Horst, G.T. (1985). Stimulating the demand for dental care: An application of Ajzen and Fishbein's theory of reasoned action. European Journal of Social Psychology, Vo. 15. 401-414.
- Hall, Derek . (2004). Rural Tourism Development in Southeastern Europe: Transition and the Search for Sustainability International Journal Of Tourism Research, Vol. 6, Pg. 165—76.
- Hall, C. M. (1994). Gender and Economic Interests in Tourism Prostitution: The Nature, Development and Implications of Sex Tourism in South-East Asia. In
- Hall, D R, . (2004). "Tourism As Sustainable Development? The Albanian Experience of "Transition", International Journal of Tourism Research, Vol.2, No.1, pg 31-46, Jan-Feb
- Han K.C, D.Y. Suk and H.M. Sung. (1998). The evidence of bidders' overpayment in takeovers: the valuation ratios approach, The Financial Review 33, 55-68.
- Harrison, D. (1995). International Tourism and the Less Developed Countries: A Background. In D. Harrison (Ed.), Tourism and the Less Developed Countries. (pp1-18). Chichester: John Wiley and Sons.
- Harvey, D. (1990). The Condition of Post-modernity: An Inquiry into the Origins of Culture Change. Cambridge: Blackwell.

- Hassan, Manal Subhi Abdul Karim, (2008). Administrative strategies educational proposed to increase the added value of using knowledge management in the private schools in the city of Amman, unpublished Master, University of Jordan, Amman.
- Hauser, J.R. and Urban, G.L. (1986) Value priority hypotheses for consumer budget plans. *Journal of Consumer Research*, **12**, 446–462.
- Henderson (2006), *Microeconomic Theory: A Mathematical Approach*. New York: McGraw-Hill Book Company.
- Hess D & Winner L. (2007). “Enhancing Justice and Sustainability at the Local Level: Affordable Policies”, *Local Environment*, Vol. 12, No. 4, Pg. 379-395, Augus.
- Hibbard, M., & Lurie, S. (2000). Saving land but losing ground: Challenges to community participation.
- Holloway CJ. (1999). The Business of Tourism”, *Tourism management Journal* pg. 176
- Hsu V N, Li C L and Xiao W Q (2005), “Dynamic Lot Size Problems with One-Way Product Substitution”, *IIE Transactions*, Vol. 37, No. 3, pp. 201-215.
<http://www.mcmaster.ca/ors/ethics/ncehr/2003/oct2003/CCapsynth%20paper%2009-09-2003%20with%20title%20page.pdf>
- Hugh, M, Culbertson. (1968). *Journal of cooperative extension: what is an attitude?*
- Hughes, G. (1992). Changing Approaches to Domestic Tourism. *Tourism Management*, 13(1), pp85-90.
- Hunt,S.(1990). Building Alliance, Profesional and Political Issue in Community Perticipation, Example from a health and Community Development project. *Helth Promotion International*, Pg. 179-185.
- Hunter C. (1997). Sustainable tourism as an adaptive paradigm, *Annals of tourism research*, 24 (4), pp 850-867.
- IBM, Corporation. (1989). tersedia dalam:
http://publib.boulder.ibm.com/infocenter/spssstat/v20r0m0/index.jsp?topic=%2Fcom.ibm.spss.statistics.help%2Fidh_catr.htm). in the era of participation. *Journal of Planning Education and Research*, 20, 187–195.
- Inskeep E (1990). *Tourism Planning: An Integrated and Sustainable Development Approach*, Van Nostrand Reinhold, New York.
- Inskeep, Edward. (1991). *Tourism Planning: An Integrated Sustainable Development*
- Ioannides, D. (2001). *Sustainable Development and Shifting Attitudes of Tourism Stakeholders: Toward a Dynamic*.

- Othman I. (1998). Entrepreneurial Opportunities for Small and Medium Scale Companies Related to Tourism Development: The Case of Langkawi, Malaysia, Submitted in accordance with the requirements for the Degree of Doctor of Philosophy. University of Strathclyde, UK.
- Jafari, J. (1977). Editor's Page. *Annals of Tourism Research*, 5(sp. issue), pp6-11.
- Jenkins, C. L. (1982). The Effects of Scale in Tourism Projects in Developing Countries. *Annals of Tourism Research*, 9(2): pp229-249.
- Jenkins, H. (2004). *International Journal of Cultural Kajianes*, March, Vol. 7, No.22.
- Jensen, M.C and R.S Ruback. (1983). The market for corporate control, *Journal of Financial*
- Joan. C. H. (2006). Tourism in Dubai: Overcoming Barriers to Destination Development, *International, Journal of Tourism Research*, Vol. 8, No.2, Pg 87-99, March-April.
- Jocelyn D. E, and Charleston MKP, and Choo H. (2009). Anti-takeover techniques and corporate ownership structure. *Managerial Finance* Vol. 35 No. 1, 2009. pp. 6-24
- Johnston, R. J. (1997). *Geography and Geographer: Anglo-American Human Geography since 1945* (5th ed.). London: Wiley.
- Kakisina S, Marketing. (2002). *Small and Medium Enterprises*, Vol.19 No. 5, pg. 7-16.
- Kantor Paripelancongan dan Kebudayaan Daerah Jember. (2009). *Mapping Pembangunan Obyek Pelancongan Kawasan Selatan Daerah Jember*.
- Karaöz M, Eroğlu A, Sütçü A. (2011). An eoq model with price and time dependent Demand under the influence of complement And substitute product's selling prices. *Journal of Alanya Faculty of Business*. Jun. Vol. 3 Issue 1, p21-32. 12p.
- Karim, Shofwan. (2003). "Dakwah sebagai Media Pembangunan Kepariplancongan." *Jurnal Forum Budayawan - Pemuka Agama*, Vol. 23.
- Katz I. (1960). The functional approach to the study of attitudes. *Public Opinion Quarterly* 24: 163–205.
- Katz, & Mertin. (1997). *International Journal of Technology Management*, Vol. 22.
- Kementerian Kebudayaan dan Paripelancongan. (2003). *Kajian Peningkatan Peranan Serat Komuniti dalam Pembangunan daerah Tujuan Pelancongan*. Jakarta: berkongsi dengan LPPM ITB.
- Kinnaird and D. Hall (1994) *Tourism: A Gender Analysis*. (pp164-185). Chichester: John Wiley and Sons.

- Kinnon, Mac, dkk. (1986). *Pengelolaan Kawasan yang Dilindungi di Daerah Tropika*. Terjemahan dari *Managing Protected Areas in Tropica*. Swiss: IUCN, Yogyakarta: Gadjah Mada University Press.
- Kiran A. Shinde (2010), *Entrepreneurship and Indigenous Entrepreneurs in Religious Tourism in India*, *INTERNATIONAL JOURNAL OF TOURISM RESEARCH*, No.12, Jan.
- Kirsten, Marié, Rogerson, Christian. (2002). *Tourism, business linkages and small enterprise development in south Africa*. *Development Bank of Southern Africa Journal*. Vol. 19 Issue 1, p29-59. Maret.
- Komppula R. (2001). *Journal Nordic Tourism symposium, 18-10-2001, Finland, New Product Development in Tourism Companies, Case Kajianes on Nature Based Activity Operators, South Asian Journal Paripelancongan and Heritage*, Vol. 4, No.3.
- , P. (2013). *Marketing management, Analysis, Planning and Control*, Hemel Hempstead, Prentice Hall.
- Kotler, P (2012), *Principles of Marketing, Ninth Edition*, Prentice – Hall International, Inc, USA.
- Kotler, P. (1997). *Strategic Marketing for Educational Institutions*, Englewood Cliffs, New Jersey.
- Kotler, P. (2011), *A Frame Work for Marketing Management*, Prentice Hall Inc, New Jersey.
- Kottler, Hayes. (2002). *Marketing Professional Services*. Prentice Hall.
- Krake, Frank, B.G, J.M. (2005). *Successful Brand Management in SMEs: A New Theory and Practical Hints*, *The Journal of Product and Management*, Vol.14, pp. 233-228.
- Krippendorf, J. (1986). *The New Tourist Turning Point for Travel and Leisure*. *Tourism Management*, 7, pp131-35.
- Kuncoro, Mudrajat. (2000). *Usaha Kecil di Indonesia: Profil, Masalah dan Strategi Pembudayaan*. *Jurnal Usaha kecil Indonesia*.
- Kuratko DF, Ireland RD, Covin JG, Hornsby JS (2005). *A Model of Middle-Level Managers' Entrepreneurial Behavior*, *Entrepreneurship Jurnal*.
- Kwan, B (2003). *A Synthesis Paper on the Conceptualization and Measurement of Community Capacity From:*

- Lau T, Chan KF. (1999). "Competitiveness of small and medium enterprises conceptualization with focus on entrepreneurial competencies", market leader foundation.
- Lembeck W H. (1978). Selecting The Right Strategy for a Successful Promotion", Marketing and Sales Promotion: A Special Report, Bill Publication New York working paper, Harvard University.
- Lickorish, L. L. (1990). Tourism Facing Change. In M. Quest (Ed.), Howarth Book of Tourism. (pp108-127). London: Macmillan.
- Lincoln, Y.S, Denzin, N.K. (2009). Handbook of Quantitative Research. New Delhi: Sage Publication. Pvt. Ltd.
- Lincoln, YS. (1994). Introduction: Entering the field of qualitative research, SAGE Publications.
- Lindberg, K,. & D. E, Hawkins, 1995, Ecotourism: Guidelines for planning and management, World Resources Institute.
- Lindberg, Kreg,. & Hawkins, Donald. (1995). Ekoturisme, Petunjuk untuk Perencana.
- Long, V. H. and Wall, G. (1995). Small-scale Tourism Development in Bali. In M.V. Conlin and T. Baum (Eds.), Island Tourism: Management Principles and Practice. (pp237-57).
- Loughran, T, Vih, A.M, (1997). Do long term shareholders benefit from corporate acquisitions? Journal of Finance 52, 1765-1790.
- Lynch P A (2008). Differentiation and tourism destination development: Small business success in a close-knit community, Tourism And Hospitality Research, Vol. 8 No. 3, Page 161-177.
- Mackenzie, Kelleher dan Vos. (2000). New Zealand Takeover Evidence: Firm Characteristics and Payment Method. Managerial Finance Volume 26 Number 10.
- Mackie, V. (1988). Division of Labour: Multinational Sex in Asia. In G. McCormack and Y. Sugimoto (Eds.), Modernisation and Beyond: The Japanese Trajectory. (pp218-232). Cambridge: Cambridge University Press.
- Maestro RMH dan Benito OGL. (2011). Objective quality and business performance in service environments: moderating effects of entrepreneurs' knowledge and involvement. The Service Industries Journal. Vol. 31, No. 14. November. Pgs. 2321-2354.
- Mahoney, Edward, Warnell, Gary (1987). Tourism Marketing. Michigan State University.

- Mann, R, Adebajo, O., & Kehoe, D. (1999). 'Best Practices in the Food and Drinks Industry.' *British Food Journal*, Vol. 101, No. 3, Pg. 238-253.
- Manuaba, A. (2006), *Total Ergonomics Approach*, CSIS Press.
- Marin C, Dorobanțu R, Codreanu D(2012). The Fruit of Collaboration Between Local Government and Private Partners in the Sustainable Development Community Case Study: County Valcea. *Economy Transdisciplinarity Cognition*. Vol. 15, No. 2 Pg. 93-98.
- Markey S, Connelly S& Roseland M. (2010). *Back of the Envelope*: Pragmatic..
- Marques de Sa, J.P. (2007). *Applied Statistics Using SPSS, Statistica, Matlab and R*. New York: Springer.
- Marques, de, Sa, J.P. (2007). *Applied Statistics Using SPSS, Statistica, MATLAB and R*. New York: Springer Nerlin Heidelberg.
- Martin, B. S (2004). Are cultural heritage visitors really different from other visitors? *Tourism Analysis*, 9: 129-134.
- Maslow, A. H. (1987). *Motivation and Personality* (3rd ed.). New York: Harper Collins Publishers.
- Mathieson, A. and Wall, G. (1982). *Tourism: Economic, Physical and Social Impacts*. London: Longman.
- McAlister L (1979). "Choosing Multiple Items From a Product Class." *Journal of Consumer Research*, 6 (December). 213-24.
- Mcalister and Pessemeir. (1982). Using a Variety-Seeking Model to Identify Substitute and Complementary Relationships Among Competing Products. *Journal of Marketing Research (JMR)*.Aug1985, Vol. 22 Issue 3, p330-339.
- McLeod MT, Vaughan DR and Edwards J. (2010). Knowledge networks in the tourism sector of the Bournemouth, Poole and Christchurch conurbation: preliminary analysis. *The Service Industries Journal* Vol. 30. No. 10, August. 1651–1667.
- Medlik, S., & Middleton. (1973). *The Product of Formulation Association Internationald'Expertes du Tourism (AIEST)*.
- Michelacci C & Silva O (2007). Why So Many Local Entrepreneurs?, *The Review of Economics and Statistics*, Vol. 4, No. 89, Pg. 615-633, 2007.
- Mikkelsen. (1999). *Strategi Pembangunan dan Pengelolaan Resort and Leisure, Leisure Institute*.
- Milman A, Reichel A, Pizam A. (1990). The impact of tourism on ethnic attitudes: the Israeli-Egyptian case. *Journal of Travel Research* 29(2): 45–49.

- Milne, S. and Ateljevic, I. (2001). Tourism, Economic Development and the Global-Local Nexus. *Tourism Geographies*, 3(4), pp369-393.
- Mowforth, M. and Munt, I. (2003). *Tourism and Sustainability: Development and New Tourism in the Third World* (2nd ed.). London: Routledge.
- Mowlana H dan Smith G. (1993). "Tourism in a Global Context: The case of frequent traveler programs", Lobo Press.
- Mu'in, KHM Taib Thahir Abd. (1986). *Ilmu Kalam*. Jakarta. Wijaya,. Cet. VIII.
- Munif A dan Hilmi MF. (2012). Challenges and outcome of innovative behavior: a qualitative study of tourism related entrepreneurs. *j. technol. manag. innov.* 2012, volume 7, issue 2
- Murphy, P. E. (1985). *Tourism: A Community Approach*. London: Routledge.
- Mushawevato. (2012). Is Tourism in Zimbabwe Developing with the Poor in Mind? Assessing the Pro-poor Involvement of Tourism Operators Located Near Rural Areas in Zimbabwe. *Asian Social Sciene*. Vol. 9. No.5. April.
- Myagmarsuren, T. (2011). *paripelancongan dan Asset Based Community*, Pustaka Setia Bandung.
- Myrdal, G. (1957). *Economic Theory and Under-developed Regions*. London: Methuen & Co.
- Naisbitt. (1997). *eight Asian megatrends that are reshaping our world*, Simon and Schuster Press.
- Nastiti C E P dan Umilia E (2013), Factor Pembangunan Pelancongan Bahari di Daerah Jember, *JURNAL TEKNIK POMITS* Vol. 2, No. 2, (2013) ISSN: 2337-3539 (2301-9271 Print)
- Nasution.H. (1979). *Islam Ditinjau dari Berbagai Aspeknya*. Jakarta. UI Press. Jilid I.
- Natsir, M. (1969), *Fiqhud-Da'wah : Jejak Risalah dan Dasar-dasar Da'wah*. Jakarta: Kiblat.
- Nel E dan Binns T. (2012). Place Marketing, Tourism Promotion, and Community based Local Economic Development in Post-Apartheid South Africa. The Case of Still Bay—The "Bay of Sleeping Beauty". *Sage Journals, Urban Affairs Review*.
- Nonaka, Takeuchi. (2000). *Journal SECI (Socialization, Externalization, Combination dan Internalization) method*

- Nyaupane GP, Teye V, Paris C. (2008). Innocents abroad: attitude change toward hosts. *Annals of Tourism Research* 35(3): 650–667.
- OECD (Organization for Economic Co-Operation and Development). (2000). Realizing the Potential of Electronic Commerce for SMEs in the global. Conference for Ministers Responsible for SMEs and Industry Ministers, Bologna. Italy of Urgup in Turkey. *Tourism Management*, 19 (6), 595-610.
- Ohashi, Kholil. (1995). *Tourism villages in Gunung Kidul*, Pustaka Gramedia.
- Ohashi. (1995). *A Comparison of Response Styles in Singapore and Taiwan*, New York: The Haworth Press.
- Olav R. Spilling (2011). Mobilising the entrepreneurial potential in local community development. *Entrepreneurship & Regional Development*, Vol. 3 No. 1-2, Pg. 23-35.
- Olson JM, Zanna MP. (1993). Attitudes and attitude change. *Annual Review of Psychology* 44: 117–154.
- Oppermann, M. (1992). Intranational Tourism Flows in Malaysia. *Annals of Tourism Research*, 19(3), 482-500.
- Oppermann, M. (1993). Tourism Space in Developing Countries. *Annals of Tourism Research*, 20(3), pp535-55.
- Oppermann, M. and Chon, K. S. (1997). *Tourism in Developing Countries*. London: International Thomson Business Press.
- Page, Stephen. (1995). *Urban Tourism*, Routledge: London USA
- Pearce D.G. (1992). Geography And Tourism, Book Review, *Tourism Management Journal*, Vol.3 No.1, Page 63-64, March.
- Pearce ,D. G.(1992). *Alternatif tive Tourism: Tourism alternatif: Potentials and problems in tourism development*, Pg. 15-30, Philadelphia, PA: University of Pennsylvania Press.
- Pearce, D. G. (1979). Towards a Geography of Tourism. *Annals of Tourism Research*, 6(3), pp245-272.
- Pearce, D. G. (1989). *Tourist Development* (2nd ed.). New York: Longman.
- Pearce, D. G. (1995). *Tourism Today: A Geographical Analysis* (2nd ed.). Harlow: Longman.
- Pearce, P. L. (2005). *Tourist Behaviour: Themes and Conceptual Schemes*. Clevedon, Buffalo: Channel View Publications.

- Pendek J.C, Ketchen Jr., & Combs JG, Duane R. (2010), The Concept of “Opportunity” in Entrepreneurship Research: Past Accomplishments and Future Challenges, *Irlandia*, Januari ; vol. 13 , 1 : pp 6 - 15 . November 19, 2009.
- Pendit, I Nyoman, S. (1999). Ilmu Paripelancongan, Sebuah Pengantar Perdana. Jakarta: PT Pradnya Paramita, cetakan ke-enam (edisi revisi).
- Pessemier E A. (1977). Product Management: Strategy and Organization, Wiley, New York
- Peter Schofi eld. (2011). City Resident Attitudes to Proposed Tourism Development and its Impacts on the Community. *International journal of tourism research*. Vol. 13.No.3. May-Jun.
- Phillips W, Jang S. (2008). Destination image and tourist attitude. *Tourism Analysis* **13**(4): 401–411.
- Pigram, J. J. (1985). Outdoor Recreation and Resource Management (2nd ed.). London: Croom Helm.
- Pinel, J.P.J. (2007). inisiatif Dan Peluang Komuniti Lokal ,: Prentice Hal
- Pizam A, Jafari J, Milman A. (1991). Influence of tourism on attitudes: US students visiting USSR. *Tourism Management*, 12(1): 47–54.
- Planning for Sustainable Rural Community Development, Vol.25, No.1, Pg 79-112, Feb.
- Poon, A. (1994). The New Tourism Revolution. *Tourism Management*, 15(2), pp91-95.
- Porter, Inichael, E. (1990). Refleksi Dinamika Inovasi teknologi UKM di Indonesia: Kajian kasus Industri Logam dan Permesinan, PT Gramedia.
- Porter, M.E. (2006). The Competitive Advantage of Nations, presents a newtheory of how nations and regions compete and their sources of economic, Place of publication: Crows Nest, N.S.W.
- Porter, M.E. (2011). The Essential Guide to Competition and Strategy, Harvard Business Review Press.
- Rabellotti, (1994), Technological Development in Networked SME Clusters, Universitas Indonesia.
- Rahman A, Irianty Y, dan Oktarina R. (2012). *Jurnal Teknik Industri*, Vol. 13, No.1, Februari.
- Ramona, G. (2008). Consumer Behavior Study in the Field of Tourism. *Revista Tinerilor Economisti*. No. 10. pp.70-75.

- Rau, R and Vermaelen T. (1998). Glamour, value and post-acquisition performance of acquiring firms. *Journal of Financial Economics* 49, 223-253 returns. *Journal of Finance* 42, 943-963.
- Richard, T, Alun, W. (1989). Destination Marketing, *Tourism Management Journal*, Vol.10, No.2, Pg. 92-96, June.
- Ritzer, G. (1998). *The Mcdonaldization Thesis: Explorations and Extensions*. London: Sage.
- Robert. S. (1986). Public Policy For Tourism In Northern Ireland, *Tourism Management Journal*, Vol 7, No.2, Pg 120-126, June.
- Rodriquez & Sandeem. (2001). Small and Medium Enterprises Dynamics in Indonesia, *Bulletin of Indonesiaeconomic Kajianes*, Vol. 37, Pg. 3
- Roger B J. (2000). *Market – Based Management : Strategies for Growing Customer Value And Profitability*, Prentice Hall, New Jersey
- Roll, R.. (1986). The hubris hypothesis of corporate takeovers, *Journal of Business* 89 (2).
- Rostow, W. (1967). *The Stages of Economic Growth. A Non-Communist Manifesto* (2nd ed.). Cambridge: Cambridge University Press.
- Routroy, Srikanta; Sunil Kumar, C. V. (2013) Analyzing the Product Substitution Approachin a Two-Stage Supply Chain.IUP *Journal of Supply Chain Management*. Jun2013, Vol. 10 Issue 2, p7-18. 12p.
- Rudolph. B, Transmission. (2007). *Journal of awareness field, Awareness as Phenomenology - Print the Awareness as Phenomenology Issue* , Vol. 3.
- Ruiz, M; María Pilar; Mollá-Descals, Alejandro; Gómez-Borja, Miguel Ángel; Rojo Álvarez, José Luis.(2008). Using Support Vector Semiparametric Regression to estimate the effects of pricing on brand substitution¹. *International Journal of Market Research*.2008, Vol. 50 Issue 4, p533-557. 25p.
- Ryan, C. (1991), Tourism and Marketing A Symbiotic Relationship? *Tourism Management Journal*, Vol 22, No.2, Pg 101-111, June.
- Saidi, EA (2009), administration offices, companies and travel agents, house flag, Amman. Jordan.
- Saraithong W dan Chanchaoenchai K. (2011). Tourists' Behaviour in Thai Homestay Business *International Journal of Management Cases*. Vol. 13. Issue 3. Sep. p112-126.

- Scarpino M. (2009). *Tourism System : an Analysis of The Literature for Improved subnational Development*, Cooperative Research Center of Tourism, CICtourGUNE.
- Schellhorn M. (2010). "Development for whom? Social justice and the business of ecotourism", *Journal of Sustainable Tourism*, Vol. 18, No. 1, Pg. 115-135, Jan.
- Seckelmann, A. (2002). Domestic tourism—a chance for regional development in Turkey? *Tourism Management*, Vol. 23, Pg. 85-92.
- Sekaran, Uma. (2003). *Research Method for Business*, International Edition, Prentice Hall, USA.
- Sekaran, Uma. (2003). *Research Methods for Business : A Skill-Building Approach*, 3th ed. New York, NY: John Wiley and Sons.
- Servaes H (1991). Tobin's q and the gains from takeovers. *Journal of Finance* 46, 409-
- Seyed, M. H. H. (2011). *South Asian Jurnal of Tourism and heritage*, Vol 4, no.1: Marketing Mix from Viewpoint of Zanjan Grand Hotel Costumers.
- Shane, S. (2003). *A General Theory of Entrepreneurship.the Individual- opportunity Nexus*. USA Entrepreneurship. Sixth Edition. New York: McGraw-Hill.
- Shaw, G. G, J., & Williams, A.M. (2004). "Tourism and Economic Development" *Westren European Experience*, Belhaven Press, London.
- Shunnaq M. (2008). "Community Development Using A Sustainable Tourism Strategy: A Case Study of The Jourdan River Valley Toristway", *International Journal of Tourism Research*, Vol. 10, No.1, Pg 1-14, Jan-Feb.
- Sihite, R. (2000). *Tourism Industry (Keparipelancongan)*. Surabaya: SIC.
- Sim C. (2010). *Sustaining Productive Collaboration Between Faculties and Schools*, *Australian Journal of Teacher Education*. Vol. 35, August.
- Sinan C, Cooperman ES, and Charles A.S&L. (2004). *Performance Persistence, Moral Hazard and Market Discipline*. *Managerial Finance*. Vol. 30 No. 9.
- Smith, E. R. & Mackie, D. M. (2007). *Social Psychology*. London: Psychology Press.
- Smith, S. L. J. (1988). Defining Tourism: A Supply-side View. *Annals of Tourism Research*, 15(2), pp179-190.
- Smith, S. L. J. (1995). *Tourism Analysis: A Handbook*. (2nd ed.). Harlow: Longman.
- Spillane. (1994). *Tourism economy: the economy and its prospects*, Dutton.
- Sroma. C. (2009). "Tourism, Culture And Development: Hopes, Dreams And Realities in East Indonesia", *Journal Vol.7*, pg. 56-60, June.
- Stanton, W J (2010). *Marketing Principle*, vol.7, New York: McGraw-Hill.

- Stat Soft. (1995). Statistica for Windows (Volume III): Statistics II, 2nd Edition. Tulsa OK: StatSoft. Inc.
- Steinhoff & Burgers JF. (1993). "The Business of Tourism", Tourism Management Journal, pg. 176.
- Stephen L J S. (1998). Tourism Analysis: A Hand Book. Longman Group UK Inafe:
- Subramanyam, K. (1983). Bibliometrics of research collaboration: A review. Journal of Information Science, Vol. 6, No. 1, Pg. 34.
- Sudarmiatin. (2009). Model Gelagat Pelanggan dalam Perspektif Teori dan Empiris pada Jasa Paripelancongan. Jurnal Ekonomi Usaha Vol.14. No.2.
- Tasci, D.A. and Boylu, Y. (2010). Cultural Comparison of Tourists' Safety Perception in Relation to Trip Satisfaction. International Journal of Tourism Research, 12, pp.116-133.
- Thomas, K. (1999). New Product for management for the 1980's, Booz, Allen & Hamilton, Inc, New York.
- Thomson, R. (2011). The European Journal, of Cultural Kajianes.
- Thongma, W. (2009). Upland Community-Based Tourism Business Management Strategies In Chiang Mai Province, Thailand. School of Tourism Development. Maejo University.
- Tosun C. (2001). "Challenges of Sustainable Tourism Development In Developing World: The Case of Turkey", Tourism Management Journal, Vol. 22, No.3, Pg. 289-303, June.
- Tosun, C. (1998). Roots of unsustainable tourism development at the local level: The case.
- Tosun, C. (2001). Challenges of sustainable tourism development in the developing world: the case of Turkey. Tourism Management, Vol. 22, Pg. 289-303.
- Travlos, N.G. (1987). Corporate takeover bids, methods of payment and bidding firms' stock.
- Truong, T. (1990). Sex, Money and Morality: Prostitution and Tourism in South-east Asia. (2nd ed.). London: Zed.
- Vankataraman & Shane, 2012, Epistemology, Opportunities, and Entrepreneurship: Comments on Venkataraman. Academy of Management Review. Vol. 38. No. 1.
- Verbeke, Myriam, J., & Frank, G.o. (1995). Tourism development in Vietnam. Tourism Management, Vol. 16, Pg. 315-325.
- Vinodan A . (2010). in the high court of kerala, India Tourism Journal, March, Vol. 8.

- Walle A.H., (1993). "Tourism and Traditional People: Forging equitable strategies" PT Gramedia.
- Walpole, M. J. and Goodwin, H. J. (2000). Local Economic Impacts of Dragon Tourism in Indonesia. *Annals of Tourism Research*, 27(3), pp559-576.
- Wan X, Evers P T and Dresner M E (2012), "Too Much of a Good Thing: The Impact of Product Variety on Operations and Sales Performance", *Journal of Operations Management*, Vol. 30, pp. 316-324.
- Wang, N. (2000). *Tourism and Modernity: A Sociological Analysis*. Oxford: Pergamon.
- Warnesly, J.W, W.R Lane dan Yang HC. (1987). Gains to bidder firms in cash and securities Transactions. *The Financial Review* 22, 403-414.
- Waterman R. Jr. (1989). The Revewal Factor: how the best get and keep the competitive, *Business Week*, Sept.
- Weaver, D. B. (1991). Alternatife to Mass Tourism in Dominica. *Annals of Tourism Research*, 18(3), pp414-432.
- Welch, S & Mann. R (2001). 'The Development of a Benchmarking and Performance Improvement Resource.' *Benchmarking: An International Journal* Vol. 8, No. 5, Pg. 431-452.
- Wells, H.G. (2012). Learning for a green future. ETF Working together Learning for life. News and wiews to keep you in the know from the ETF community. Inform, issue 11, June 2012. On-line paper: http://www.etf.europa.eu/web.nsf/pages/Publications_catalogue.
- William, C.G. (2004). "Rural Tourism Development in The USA", *International Journal of Tourism Research Journal*, Vol. 6, No.3, pg. 151-164, May-June.
- Williams, A. M. (1994). *Critical Issues in Tourism: A Geographical Perspective*. Oxford: Blackwell.
- World Tourism Organization (WTO). (2001). *E-Business for Tourism. Practical Guideline for Tourism Destination and Business*.
- Wray, Dredge, Cox, Buultjens, Hollick, Lee, Pearlman, Lacroix. (2010). *Sustainable regional tourism destinations: best practise for management, development and marketing. Best practice for management, development and marketing, Sustainable tourism*, CRC.
- Wright, S. (1934). The method of part coefficient. *Ann. Math. Statist.* Vol. 5, Pg. 161-215.
- Yacomis, J. (1989). *South Pacific tourism promotion*, Asian Development Bank.

Zimmer & Norman (2002). Pengantar Keusahawanan dan Manajemen Usaha Kecil, Edisi Bahasa Indonesia, Jakarta: Prehallindo.